

ORDER



Flight Dates 11/01/12-11/06/12

			<u>Order Sep</u>	00:15:00
			<u>Product</u>	<u>Estimate #</u> 3176
<u>Contract / Revision</u>	844048 /	PHILLIPS FOR SUP CRT (R-MS) 31:	<u>Alt Order #</u>	06400871
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
	11/02/12 11/02/12	<u>Billing Contact</u>	<u>Order Type</u>	Political
<u>Advertiser</u>	Phillips, Richard "Flip"	7669 Stagers Loop Delaware, OH 43015	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Strategic Media Placement.		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>	Whitney Eversole		<u>Demographic</u>	A35+
		<u>Sales Office</u> T-PHI	<u>Rev Codes</u>	Agency Political Pol-Candid
		<u>Sales Region</u> National	<u>Product Codes</u>	PL685
7669 Stagers Loop Delaware, OH 43015		<u>Agency Ref</u>	<u>Priority</u>	P 4
			<u>Advertiser Ref</u>	

Primary Account Executive

Jim Quinn

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
--------------------------	---------------	-------------------	-----------------

Jim Quinn	100%		
-----------	------	--	--

Order Share 38% Market Value 57828

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
WBUY	%	0
WHBQ	23%	13300
WKNO	%	0
WLMT	%	0
WMAM	%	0
WMCT	%	0
WMCW	%	0
WPY	1%	578
WPXX	%	0
WREG	38%	21975

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
November 2012	54	\$18,678.75	\$21,975.00	0.00	10/29/12	11/06/12	54	\$18,678.75	\$21,975.00
Totals	54	\$18,678.75	\$21,975.00	0.00					

Billing Plan

<u>Totals</u>
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount
E 1 WMC 11/01/12 11/02/12 Action News 5 @ 6a Comm 6-7a ---TF-- :30 4 \$350.00 P 4 0.00 NM 2 \$700.00
1 Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/29/12 11/04/12 ---TF-- 4 \$350.00 0.00
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type
1 WMC 10/29/12-11/04/12 Action News 5 @ 6a 6-7a ---ThF---- :30 (\$350.00) 0.00 NM
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20 [sold out]
3 WMC 10/29/12-11/04/12 Action News 5 @ 6a 6-7a ---ThF---- :30 (\$350.00) 0.00 NM
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20 [sold out]
E 2 WMC 11/05/12 11/06/12 Comm 6-7a MT----- :30 3 \$350.00 P 4 0.00 NM 17 \$6,250.00

WMG



Contract / Revision 844048 Flight Dates 11/01/12-11/06/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser Phillips, Richard "Flip" **Product PHILLIPS FOR SUP CRT (R-Estimate #** **3176**



Contract / Revision 844048 Flight Dates 11/01/12-11/06/12 Hiatus Dates
Original Date / Revision 11/02/12/ 11/02/12 Order Sep 00:15:00
Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate #) 3176

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 2	WMC	11/05/12	11/06/12	Action News 5 @ 6a	Comm	6-7a	MT-----	:30	3	\$350.00	P	4	0.00	NM	17	\$6,250.00
Action News 5 @ 6a																
2																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	MT-----		3	\$350.00		0.00							
Spot	Ch	Date Range		Description		Start/End Time				Weekdays		Length		Rate	Rtg	Type
17	WMC	11/05/12-11/06/12		Action News 5 @ 4p		4-5p				MT-----		:30		\$200.00	0.00	NM
		(@)	MG for 15.1,20.3,24.2,20.2,26.1,20.1,20.4,18.4,1.1,24.1,11.2,2.3,2.1,1.3,2.2													
				[Lines 34-45 makegoods - 11/1(5), 11/2(5), 11/3, 11/5(3) preempts.]												
18	WMC	11/03/12-11/03/12	Saturday Hour 1			SAT 7-8p				-----Sa--		:30		\$400.00	0.00	NM
		(@)	MG for 15.1,20.3,24.2,20.2,26.1,20.1,20.4,18.4,1.1,24.1,11.2,2.3,2.1,1.3,2.2													
				[Lines 34-45 makegoods - 11/1(5), 11/2(5), 11/3, 11/5(3) preempts.]												
19	WMC	11/03/12-11/03/12	Saturday Prime Other 2			SAT 8-10p				-----Sa--		:30		\$400.00	0.00	NM
		(@)	MG for 15.1,20.3,24.2,20.2,26.1,20.1,20.4,18.4,1.1,24.1,11.2,2.3,2.1,1.3,2.2													
				[Lines 34-45 makegoods - 11/1(5), 11/2(5), 11/3, 11/5(3) preempts.]												
20	WMC	11/03/12-11/03/12	Saturday Prime Other 2			SAT 8-10p				-----Sa--		:30		\$400.00	0.00	NM
		(@)	MG for 15.1,20.3,24.2,20.2,26.1,20.1,20.4,18.4,1.1,24.1,11.2,2.3,2.1,1.3,2.2													
				[Lines 34-45 makegoods - 11/1(5), 11/2(5), 11/3, 11/5(3) preempts.]												
3	WMC	11/01/12	11/02/12	NBC Today Show	Comm	7-9a	---TF--	:30	3	\$250.00	P	4	0.00	NM	3	\$750.00
				NBC Today Show												
3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF---		3	\$250.00		0.00							
4	WMC	11/05/12	11/06/12	NBC Today Show	Comm	7-9a	MT-----	:30	3	\$250.00	P	4	0.00	NM	3	\$750.00
				NBC Today Show												
4																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	MT-----		3	\$250.00		0.00							
5	WMC	11/01/12	11/02/12	Action News 5 @ 6p	Comm	M-F 6-630p	----TF--	:30	2	\$500.00	P	4	0.00	NM	2	\$1,000.00
				M-F Action News 5 @ 6p												
5																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF--		2	\$500.00		0.00							
6	WMC	11/05/12	11/05/12	Action News 5 @ 6p	Comm	M-F 6-630p	1-----	:30	1	\$500.00	P	4	0.00	NM	1	\$500.00
				M-F Action News 5 @ 6p												
6																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$500.00		0.00							
7	WMC	11/05/12	11/06/12	Action News 5 @ 5a	Comm	5-6a	MT-----	:30	1	\$150.00	P	4	0.00	NM	1	\$150.00
				Action News 5 @ 5a												
7																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	MT-----		1	\$150.00		0.00							
8	WMC	11/03/12	11/03/12	NBC Saturday Today Show	Comm	SAT 6-8a	-----1-	:30	1	\$100.00	P	4	0.00	NM	1	\$100.00
				NBC Saturday Today Sho												
8																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1	\$100.00		0.00							
9	WMC	11/03/12	11/03/12	Action News Saturday @	Comm	SAT 8-10a	-----1-	:30	1	\$125.00	P	4	0.00	NM	1	\$125.00
				Action News Saturday @												
9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1	\$125.00		0.00							



Contract / Revision 844048 Flight Dates 11/01/12-11/06/12 Hiatus Dates

Original Date / Revision 11/02/12 / 11/02/12 Order Sep 00:15:00

Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate #) 3176

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
10	WMC	11/04/12	11/04/12	Action News Sunday @ 8	Comm	SUN 8-9a	-----1	:30	1	\$150.00	P	4	0.00	NM	1	\$150.00
Action News Sunday @ 8.																
10																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1				\$150.00		0.00				
E 11	WMC	11/01/12	11/02/12	Action News 5 @ 12p	Comm	12-1p	---TF---	:30	2	\$125.00	P	4	0.00	NM	1	\$125.00
Action News 5 @ 12p																
11																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF--		2				\$125.00		0.00				
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
2	WMC	10/29/12-11/04/12	Action News 5 @ 12p			12-1p				---ThF---	:30	(\$125.00)	0.00	NM		
See MG 2,4,2,5,2,6,2,7,2,8,2,9,2,10,2,11,2,12,2,13,2,14,2,15,2,16,2,17,2,18,2,19,2,20																
[sold out]																
12	WMC	11/05/12	11/05/12	Action News 5 @ 12p	Comm	12-1p	1-----	:30	1	\$125.00	P	4	0.00	NM	1	\$125.00
Action News 5 @ 12p																
12																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1				\$125.00		0.00				
13	WMC	11/01/12	11/02/12	Action News 5 @ 5p	Comm	M-F 5-530p	---TF--	:30	4	\$400.00	P	4	0.00	NM	4	\$1,600.00
M-F Action News 5 @ 5p																
13																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF--		4				\$400.00		0.00				
14	WMC	11/05/12	11/05/12	Action News 5 @ 5p	Comm	M-F 5-530p	2-----	:30	2	\$400.00	P	4	0.00	NM	2	\$800.00
M-F Action News 5 @ 5p																
14																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	2-----		2				\$400.00		0.00				
E 15	WMC	11/03/12	11/03/12	Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----1-	:30	1	\$200.00	P	4	0.00	NM	0	\$0.00
Sat Action News 5 @ 5p																
15																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1				\$200.00		0.00				
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	WMC	10/29/12-11/04/12	Sat Action News 5 @ 5p			SAT 5-530p				-----Sa--	:30	(\$200.00)	0.00	NM		
See MG 2,4,2,5,2,6,2,7,2,8,2,9,2,10,2,11,2,12,2,13,2,14,2,15,2,16,2,17,2,18,2,19,2,20																
[no 5p news on sat (Notre dame football)]																
16	WMC	11/03/12	11/03/12	Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----1-	:30	1	\$200.00	P	4	0.00	NM	1	\$200.00
Sat Action News 5 @ 6p																
16																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1				\$200.00		0.00				
17	WMC	11/04/12	11/04/12	Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----1	:30	1	\$200.00	P	4	0.00	NM	1	\$200.00
Sun Action News 5 @ 5p																
17																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1				\$200.00		0.00				
E 18	WMC	11/01/12	11/02/12	Wheel of Fortune	Comm	M-F 630-7p	---TF--	:30	4	\$600.00	P	4	0.00	NM	3	\$1,800.00
M-F Wheel of Fortune																
18																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF--		4				\$600.00		0.00				

WMC



Contract / Revision 844048 Flight Dates 11/01/12-11/06/12 Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12 Order Sep 00:15:00

Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate #) 3176

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>			
													Spots	Amount		
E 18	WMC	11/01/12	11/02/12	Wheel of Fortune	Comm	M-F 630-7p	---TF--	:30	4	\$600.00	P	4	0.00	NM	3	\$1,800.00
18																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF---		4	\$600.00			0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type		
4	WMC	10/29/12-11/04/12	Wheel of Fortune		M-F 630-7p					---ThF----	:30	(\$600.00)	0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20 [sold out]																
E 19	WMC	11/05/12	11/05/12	Wheel of Fortune	Comm	M-F 630-7p	2-----	:30	2	\$600.00	P	4	0.00	NM	2	\$1,200.00
19																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	2-----		2	\$600.00			0.00						
E 20	WMC	11/01/12	11/02/12	Late News M-F	Comm	M-F 10-1035p	---TF--	:30	4	\$600.00	P	4	0.00	NM	0	\$0.00
20																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF--		4	\$600.00			0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	WMC	10/29/12-11/04/12	Late News M-F		M-F 10-1035p					---ThF----	:30	(\$600.00)	0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20 [Sold out]																
2	WMC	10/29/12-11/04/12	Late News M-F		M-F 10-1035p					---ThF----	:30	(\$600.00)	0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20 [Sold out]																
3	WMC	10/29/12-11/04/12	Late News M-F		M-F 10-1035p					---ThF----	:30	(\$600.00)	0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20 [Sold out]																
4	WMC	10/29/12-11/04/12	Late News M-F		M-F 10-1035p					---ThF----	:30	(\$600.00)	0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15,2.16,2.17,2.18,2.19,2.20 [Sold out]																
E 21	WMC	11/05/12	11/05/12	Late News M-F	Comm	M-F 10-1035p	2-----	:30	2	\$600.00	P	4	0.00	NM	2	\$1,200.00
21																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	2-----		2	\$600.00			0.00						
E 22	WMC	11/03/12	11/03/12	Late News Sa	Comm	SAT 10-1030p	-----1-	:30	1	\$400.00	P	4	0.00	NM	1	\$400.00
22																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1	\$400.00			0.00						
E 23	WMC	11/04/12	11/04/12	11p Su Action News foot	Comm	SUN 11-1130p	-----1	:30	1	\$500.00	P	4	0.00	NM	1	\$500.00
23																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1	\$500.00			0.00						
E 24	WMC	11/01/12	11/02/12	The Tonight Show	Comm	1035-1135p	----TF---	:30	2	\$200.00	P	4	0.00	NM	0	\$0.00
24																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---TF---		2	\$200.00			0.00						



Contract / Revision 844048 **Flight Dates** 11/01/12-11/06/12 **Hiatus Dates**

Original Date / Revision 11/02/12/ 11/02/12 Order Sep 00:15:00

Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate # 3176)

(new)

REP: TEL# 610-293-4100 FAX# 610-225-723
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT31/12 10.06
*** WMC-TV ***

ADV # _____ ADV. NAME POLI/F PHILLIPS/R/JUG/MS

REF. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME WHITNEY EVERSOLE
SALES PRSN PH- JIM QUINN

DELAWARE, OH 43015

ORDER # CONTRACT # 6400871

PRDCT PHILLIPS FOR SUP CRT EST#3176 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/12 NOV6/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT 31/112 10.06

REF: NEW POLITICAL ORDER

TTL:\$21,975

THANKS

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE *****

REP HEADLINE# 6400871

REP: TEL# 610-293-4100 FAX# 610-225-7231
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

33
OCT 31 / 12 10 . 06
*** WMC-TV ***

REP HEADLINE# 6400871
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHOP HARTS: REPORT FROM REP

OCT 31 / 12 10.06
*** KMG-TV ***

REP HEADLINE# 6400871
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 10.06
*** WMC-TV ***

LINE#	REP	CD:	TIME PERIOD	LGTH	SEC :	RATE	START	END	SPTS:	WEEK	DAYS	:TOTAL:
							DATE	DATE	/WK:	INVT		:SPTS:
25			1035P-1135P	30	4	\$200.00	11/5	11/5	1		MON	1
	PROGRAM	:	TONIGHT SHOW									
26			700P-900P	30	4	\$775.00	11/5	11/5	1		MON	1
	PROGRAM	:	THE VOICE									
27			630P-715P	30	4	\$750.00	11/4	11/4	1		SUN	1
	PROGRAM	:	NFL PREGAME									
28			730P-1000P	30	4	\$2,400.00	11/4	11/4	1		SUN	1
	PROGRAM	:	NFL FOOTBALL									
NOV/12			21975.00									
							CONTRACT	TOTAL				
							TOTAL	SPOTS				
									21975.00			
										52		

MARKET TOTALS \$57,828 WMC 38% WHBQ 23% WREG 38% WPTV 1% WLMT 0% WPXX 0%
SVC- NSI
DEMOs- RA35+*

REP HEADLINE# 6400871 TREP# 844048
\$\$\$ UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP *CHANGES** NOV1/12 19.12
***** WMC-TV *****

ADV # _____ ADV. NAME POLL/F PHILLIPS/R/JUG/MS

AGV # _____ AGV. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

ORDER # _____ CONTRACT # 6400871

PRDCT PHILLIPS FOR SUP CRT EST#3176 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/12 NOV6/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE NOV1/12 19.12

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME WHITNEY EVERSOLE
SALES PRSN PH- JIM QUINN

REP: M6 BOOKED

JIM

STA: 11/1/12
SEE M6 REVISED MAKEGOOD OFFERS FOR MISSED SPOTS.
TP'S ARE NOW SOLD OUT; HIGHER RATES NEEDED TO AIR.

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

FLIP PHILLIPS FOR SUPREME COURT

:LINE#: REP :CD: TIME PERIOD : LENGTH : SEC : RATE : START : END :SPOTS: WEEK : DAYS :TOTTI:
:LINE#: : : : : : DATE : DATE : /WK: INV# : : :SPOTS:

AGENCY ADVERTISER CODE = AGENCY EST# = 3176

AGENCY PRODUCT CODE =

M-2 34 (a) 500A-600A 30 (2X) 11/1 \$350.00 11/1 11/2 2 TH-F 2
PROGRAM : ACTION NEWS 5 AT 5AM
ORD COML: SEE REVISED MAKEGOOD OFFERS DUE TO TP SELLOUTS.
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-1 FOR 2 SPOTS/WK
THIS IS A MAKE-GOOD FOR NOV5 ON LINE-2 FOR 2 SPOTS/WK
THIS IS A MAKE-GOOD FOR NOV6 ON LINE-2 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR NOV7 ON LINE-11 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR NOV3 ON LINE-15 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-18 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-20 FOR 2 SPOTS/WK
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-20 FOR 2 SPOTS/WK

M-TU

1

1112112

THIS IS A MAKE-GOOD FOR NOWL ON LINE-24 FOR 1 SPOT/NWK
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-24 FOR 1 SPOT/NWK
THIS IS A MAKE-GOOD FOR NOV5 ON LINE-26 FOR 1 SPOT/NWK

M-2	35	(A)	600A-700A	30	3	\$550.00	11/5	11/6	2	M-TU	2
M-2	36	(A)	700A-900A	30	3	\$400.00	11/5	11/6	2	M-TU	2
M-2	37	(A)	900A-1000A	30	3	\$250.00	11/5	11/6	1	M-TU	1
M-2	38	(A)	1000A-1100A	30	3	\$200.00	11/5	11/6	2	M-TU	2
M-2	39	(A)	230P-600P	30	4	\$400.00	11/3	11/3	1	SAT	1
M-2	40	(A)	1030P-1100P	30	4	\$700.00	11/4	11/4	1	SUN	1
M-2	41	(A)	1100P-1130P	30	4	\$500.00	11/4	11/4	1	SUN	1
M-2	42	(A)	1200N-100P	30	3	\$175.00	11/5	11/6	2	M-TU	2
M-2	43	(A)	400P-500P	30	4	\$200.00	11/5	11/6	1	M-TU	1

REP HEADLINE# 6400871 REV# 844048
\$\$\$ UNAPPROVED REV #2 \$\$\$

REF: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV/12 19.12
CHANGES *** WMCA-TV ***

LINE#:	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAYS	:TOTAL:	:SPTS:
M-2	44	(A)	700P-800P		30	4	\$400.00	11/3	11/3		1	SAT	1	
M-2	45	(A)	800P-1000P		30	4	\$400.00	11/3	11/3		2	SAT	2	
M-2			PROGRAM : BREEDERS CUP											
M-2			ORD COML: SEE REVISED MAKEGOOD OFFERS DUE TO TP SELLOUTS.											
M-2			PART OF A MAKEGOOD MADE UP OF LINES 34-45											
M-2			PROGRAM : MOVIE, "RUDY"											
M-2			ORD COML: SEE REVISED MAKEGOOD OFFERS DUE TO TP SELLOUTS.											
M-2			PART OF A MAKEGOOD MADE UP OF LINES 34-45											
M-11		S	600A-700A		30		\$350.00	11/5	11/6		0	M-TU	0	
M-11		S	1200N-100P		30		\$125.00	11/1	11/2		1	TH-F	1	
M-11		S	500P-530P		30		\$200.00	(CX) 11/2						
M-11		S	630P-700P		30		\$600.00	(CX) 11/3	11/3		0	SAT	0	
M-11		S	1000P-1035P		30		\$600.00	(CX) 11/1	11/1		3	TH-F	3	
M-11		S	1035P-1135P		30		\$200.00	(2X) 11/1	11/2		0	TH-F	0	
M-11		S	700P-900P		30		\$775.00	(CX) 11/1	(CX) 11/2	11/5	0	MON	0	
M-11		S	PROGRAM : THE VOICE					(CX) 11/5						

REP HEADLINE# 6400871 REV# 844048
 \$\$\$ UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 19.12
 CHANGES *** WMMC-TV ***

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTAL:
 :LINE#: : : : : : DATE : DATE : /WEEK: INVT : :SPTS:

STATION MAKEGOOD OFFERS:
 M6 OK'D BUY#1 MISSED: TH-F/600A-700A NOV1 (2/WK) 30S \$350.00 (NOV1/12)
 BUY#2 M-TU/600A-700A NOV5 (2/WK) NOV6 30S \$350.00
 BUY#11 TH-F/1200P-100P NOV2 30S \$125.00
 BUY#15 SAT/500P-530P NOV3 30S \$200.00
 BUY#18 TH-F/630P-700P NOV2 30S \$600.00
 BUY#20 TH-F/1000P-1035P NOV1 (2/WK) NOV2 (2 30S \$600.00
 BUY#24 TH-F/1035P-1135P NOV1 NOV2 30S \$200.00
 BUY#26 MON/700P-900P NOV5 30S \$775.00
 OFFER: M-TU/500A-600A NOV5 30S \$350.00 PLS ADVISE.
 & M-TU/600A-700A NOV5 (2/WK) 30S \$550.00
 & M-TU/700A-900A NOV5 (2/WK) 30S \$400.00
 & M-TU/900A-1000A NOV5 30S \$250.00
 & M-TU/1000A-1100A NOV5 (2/WK) 30S \$200.00
 & SAT/230P-600P NOV3 30S \$400.00
 & SUN/1030P-1100P NOV4 30S \$700.00
 & SUN/1100P-1130P NOV4 30S \$500.00
 & M-TU/1200N-100P NOV5 (2/WK) 30S \$175.00
 & M-TU/400P-500P NOV5 30S \$200.00
 & SAT/700P-800P NOV3 30S \$400.00
 & SAT/800P-1000P NOV3 (2/WK) 30S \$400.00

CMT: SRE REVISED MAKEGOOD OFFERS DUE TO TP SELLOUTS.

NOV/12 21975.00 CONTRACT TOTAL SPOTS 21975.00 54

MARKET TOTALS \$57,828 WMC 38% WHBQ 23% WREG 38% WPXW 1% WLMR 0% WPXX 0%

SVC- NST
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge during a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I. STRATEGIC MEDIA PLACEMENT

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally qualified candidate of the REPUBLICAN political party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3 in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below.

--

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/3/12

Date

Signature

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title